

Brand Evolution Overview

September 2025

What is / isn't changing in destination state

Where will brand changes appear on materials?

All branded materials will be updated with the Evernorth Health Services logo

The Express Scripts and Accredo business names will be shown as text mention only

You will see these changes on:

- Websites and mobile apps
- Social media channels
- Client and member/patient letters
- Member ID cards
- PPT and Word templates
- Event and sponsorship materials

Will this change affect service operations?

No. Our dedication to providing exceptional service remains unwavering. Our customers can count on the same trusted team to deliver best-in-class support to our business partners and members.

Will this change affect member benefits?

No. Please know that there will be no changes to benefits or coverage from Express Scripts as a result of brand changes.

Express Scripts Pharmacy Benefit Services

Express Scripts brand evolution

As part of our ongoing commitment to provide a more simplified experience for our clients and patients, we're unifying our businesses under one brand – Evernorth Health Services

PHASE 1: BRAND EQUITY TRANSFER

- + Link legacy brand name to Evernorth
- + Consistent Evernorth visual identity

PHASE 2: DESTINATION STATE

- + Lead with the Evernorth Health Services logo + brand
- + Prior business logos will be phased out
- + Business names in text mention only



Express Scripts
By EVERNORTH



Express Scripts®
Pharmacy Benefit Services

EVERNORTH®
HEALTH SERVICES

Connecting Evernorth's portfolio of health services allows us to:



Draw on data, trends, and shared experience across the healthcare ecosystem to provide best in-class care



Leverage broad clinical expertise to understand clients' needs to create enhanced + expanded offerings



Simplify the care experience by removing barriers and reducing waste



Make it easier for clients and members to understand our full portfolio of capabilities



Help our clients make decisions that solve their biggest challenges

Destination approach: Express Scripts Pharmacy Benefit Services

What's changing...

- + On all communications and digital properties, we will use the Evernorth Health Services logo
 - + We will phase out the legacy Express Scripts blue logos and Express Scripts by Evernorth logos
- + The Express Scripts name is not going away. In addition to the Evernorth logo, you will see a business descriptor in branded materials:
 - + **Express Scripts® Pharmacy Benefit Services**
(see *visual examples*)
- + Subsequent references in body copy, etc. will be shortened to 'Express Scripts' or 'Our'
- + We will continue to use the Evernorth visual system including fonts, colors, graphics, imagery, etc.

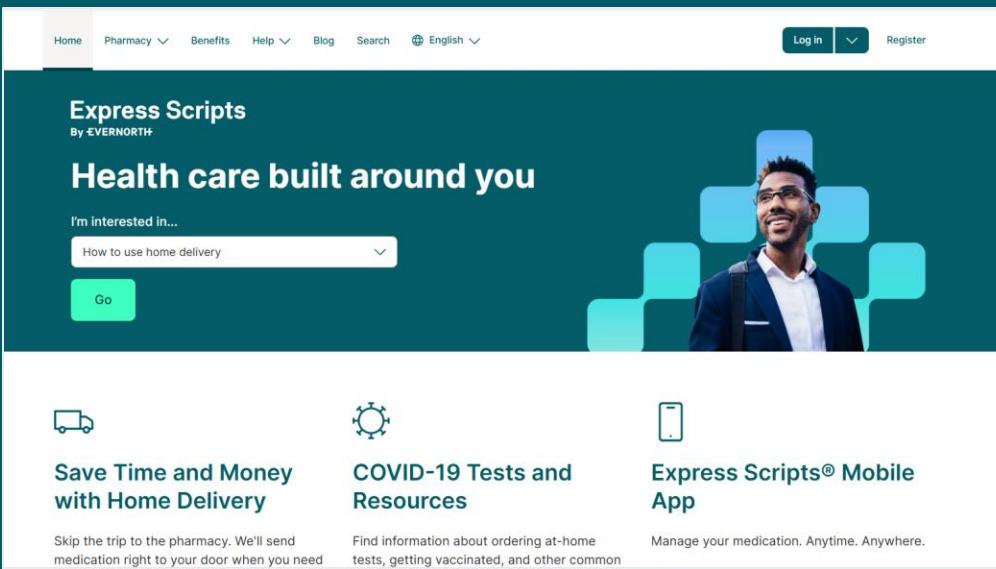
Where...

- + Express-scripts.com + digital properties
- + Social media channels
- + Employee identity (email domains, email signatures, etc.)
- + Client and sales materials (templates: PPT, Word, flyers, etc.)
- + Member materials (letters, ID cards, welcome packs, etc.)
- + Event + sponsorship materials
- + And more...

These changes will not happen overnight: updated materials will continue to go live this year and going forward

Express Scripts pre-login

Live as of: 7/1/2025



Home Pharmacy Benefits Help Blog Search English Log In Register

Express Scripts
By EVERNORTH

Health care built around you

I'm interested in...
How to use home delivery

Go

 Save Time and Money with Home Delivery

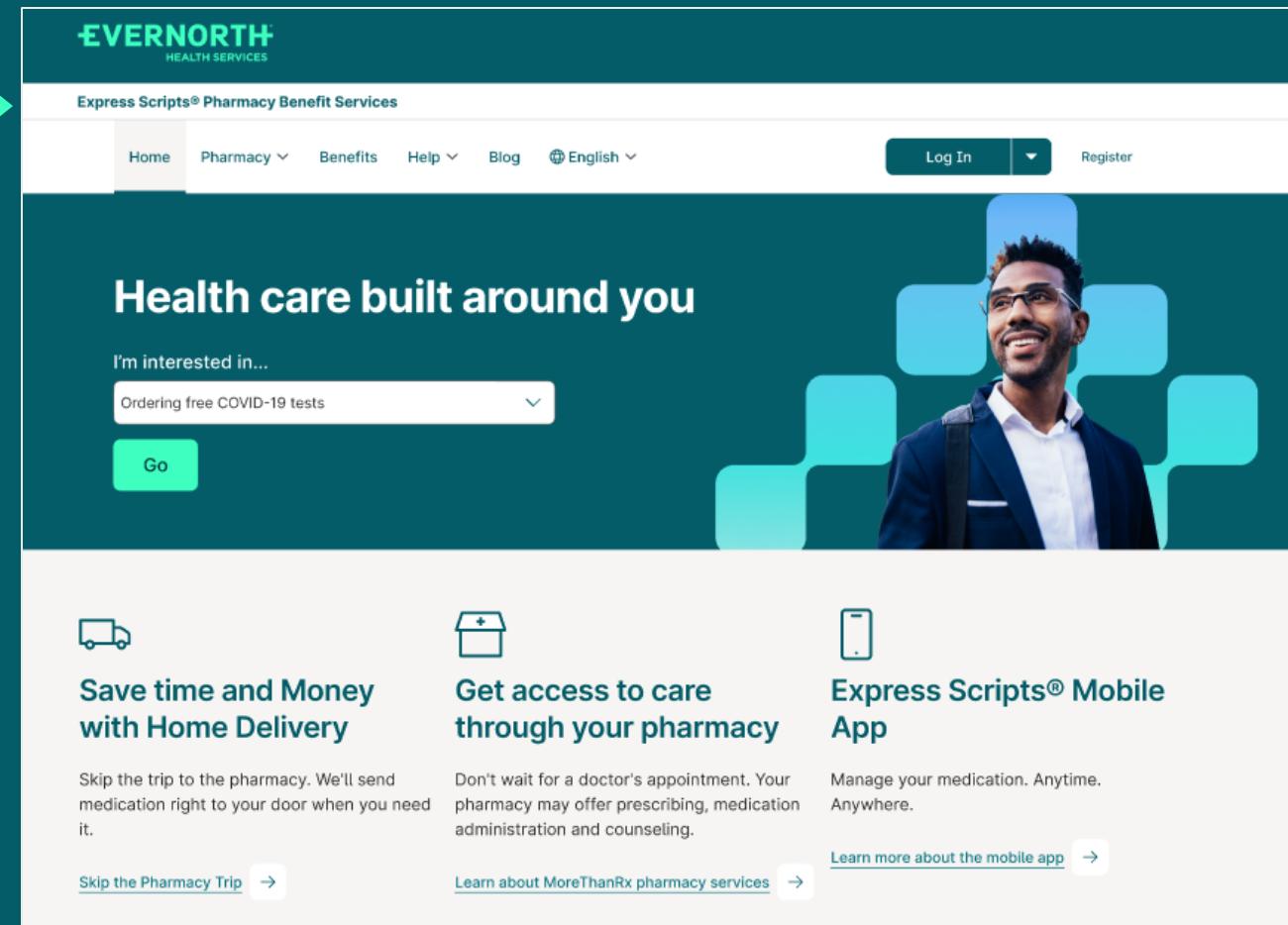
 COVID-19 Tests and Resources

 Express Scripts® Mobile App

Skip the trip to the pharmacy. We'll send medication right to your door when you need it.

Find information about ordering at-home tests, getting vaccinated, and other common

Manage your medication. Anytime. Anywhere.



EVERNORTH
HEALTH SERVICES

Express Scripts® Pharmacy Benefit Services

Home Pharmacy Benefits Help Blog English Log In Register

Health care built around you

I'm interested in...
Ordering free COVID-19 tests

Go

 Save time and Money with Home Delivery

 Get access to care through your pharmacy

 Express Scripts® Mobile App

Skip the trip to the pharmacy. We'll send medication right to your door when you need it.

Don't wait for a doctor's appointment. Your pharmacy may offer prescribing, medication administration and counseling.

[Skip the Pharmacy Trip](#) 

[Learn about MoreThanRx pharmacy services](#) 

[Learn more about the mobile app](#) 

Express Scripts member letters

Go-live: 10/2025



Express Scripts
By EVERNORTH

John Doe
1234 ABC Street
St. Louis, MO 12345-9999

 It's time to review your personalized monthly medication report.

Dear John Doe,

As prescription plan manager for <your employer, plan sponsor or health plan>, Express Scripts® by Evernorth has some important information about how you get your prescriptions. To potentially save time and money, you may need to fill some of your medications through a certain type of pharmacy.

Below is your personalized monthly medication report for your review and consideration.¹

Status	Medication	Opportunities
<input checked="" type="checkbox"/>	<Brand Name>	You need to choose your preferred retail pharmacy. Log in at express-scripts.com or call 888.888.8888 to tell us your choice. To find out if your current pharmacy is in network or to find a participating pharmacy near you, log in at express-scripts.com/pharmacies.

How to fill your prescription through Express Scripts® Pharmacy by Evernorth

It's easy to start. Ask your doctor to e-prescribe to our home delivery pharmacy, or log in to your account at express-scripts.com and choose the medications you want delivered.

You can call us at [888.888.8888](tel:888.888.8888), and we'll be happy to help! Some of your medications may even be eligible for automatic refills.

You can also transfer your prescription to a participating retail pharmacy

Call or take your prescription bottle to your new pharmacy, and they will request a transfer of your prescription. You can also ask your doctor to call in your prescription to your new pharmacy.

These pharmacies are in-network and located near you:

<Pharmacy 1>	<Pharmacy 2>
<Address>	<Address>
<City, ST Zip>	<City, ST Zip>
<Phone>	<Phone>

For other locations, log in at express-scripts.com.

Sincerely,

Express Scripts by Evernorth

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**Express Scripts®
Pharmacy Benefit Services**

EVERNORTH
HEALTH SERVICES

John Doe
1234 ABC Street
St. Louis, MO 12345-9999

 It's time to review your personalized monthly medication report.

Dear John Doe,

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How to fill your prescription through Express Scripts® Pharmacy, Evernorth's home delivery pharmacy

It's easy to start. Ask your doctor to e-prescribe to our home delivery pharmacy, or log in to your account at express-scripts.com and choose the medications you want delivered.

You can call us at [888.888.8888](tel:888.888.8888), and we'll be happy to help! Some of your medications may even be eligible for automatic refills.

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<Pharmacy 1>	<Pharmacy 2>
<Address>	<Address>
<City, ST Zip>	<City, ST Zip>
<Phone>	<Phone>

For other locations, log in at express-scripts.com.

Sincerely,

Express Scripts Pharmacy Benefit Services

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Express Scripts mobile app

Go-live: 10/2025

App Store Preview



Express Scripts 4+

Express Scripts

Designed for iPad

#33 in Medical

4.8 • 368K Ratings

Free



App Store Preview



Express Scripts 4+

Express Scripts

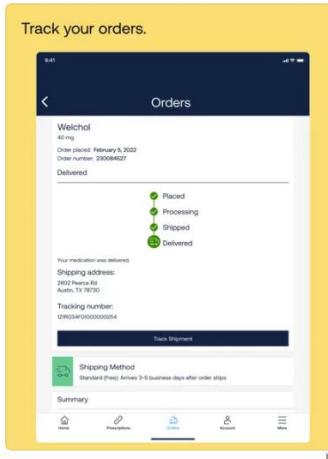
Designed for iPad

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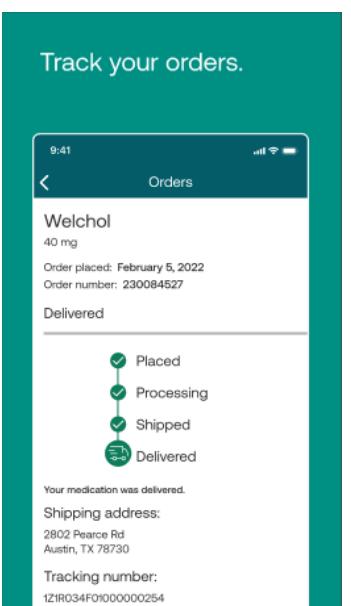
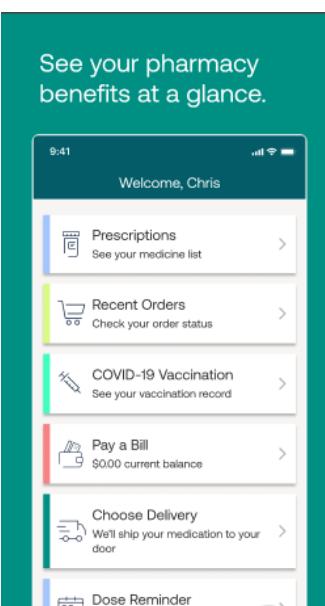
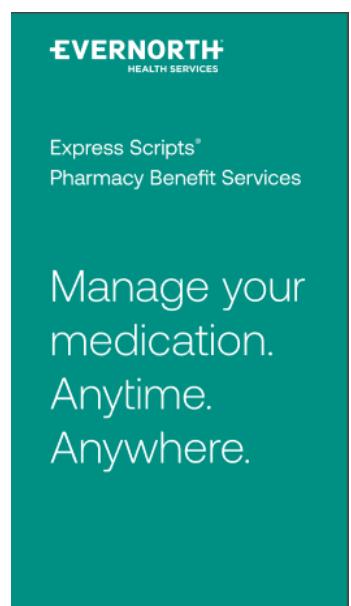
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Free

Screenshots iPad iPhone



Screenshots iPad iPhone



Express Scripts Pharmacy

Express Scripts Pharmacy brand evolution

As part of our ongoing commitment to provide a more simplified experience for our clients and patients, we're unifying our businesses under one brand – Evernorth Health Services

PHASE 1: BRAND EQUITY TRANSFER

- + Link legacy brand name to Evernorth
- + Consistent Evernorth visual identity

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- + Lead with the Evernorth Health Services logo + brand
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Express Scripts
PharmacySM



Express Scripts
Pharmacy
By EVERNORTH[®]



Express Scripts[®] Pharmacy

EVERNORTH[®]
HEALTH SERVICES

Connecting Evernorth's portfolio of health services allows us to:



Draw on data, trends, and shared experience across the healthcare ecosystem to provide best in-class care



Leverage broad clinical expertise to understand clients' needs to create enhanced + expanded offerings



Simplify the care experience by removing barriers and reducing waste



Make it easier for clients and members to understand our full portfolio of capabilities



Help our clients make decisions that solve their biggest challenges

Destination approach: Express Scripts Pharmacy

What's changing...

- + On all communications and digital properties, we will use the Evernorth Health Services logo
 - + We will phase out the legacy Express Scripts Pharmacy navy logos and Express Scripts Pharmacy by Evernorth logos
- + The Express Scripts Pharmacy name is not going away. Express Scripts Pharmacy will retain its name in prominent places within branded assets
 - + **Express Scripts® Pharmacy**
(see *visual examples*)
- + We will continue to use the Evernorth visual system including fonts, colors, graphics, imagery, etc.

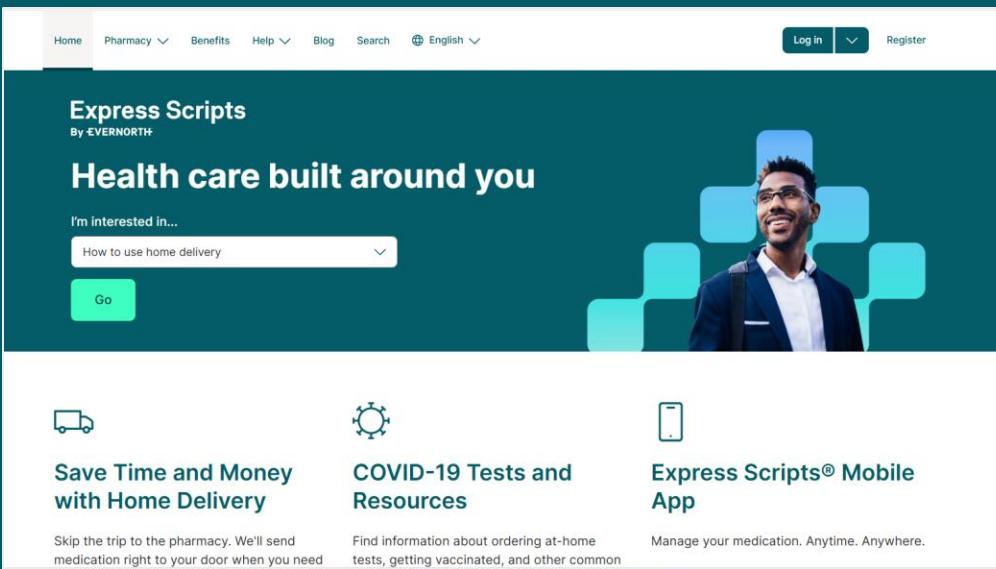
Where...

- + Express-scripts.com/rx + digital properties
- + Social media channels
- + Employee identity (email domains, email signatures, etc.)
- + Client and sales materials (templates: PPT, Word, flyers, etc.)
- + Patient materials (letters, literature packs, etc.)
- + Event + sponsorship materials
- + And more...

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Live as of: 7/1/2025



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By EVERNORTH

Health care built around you

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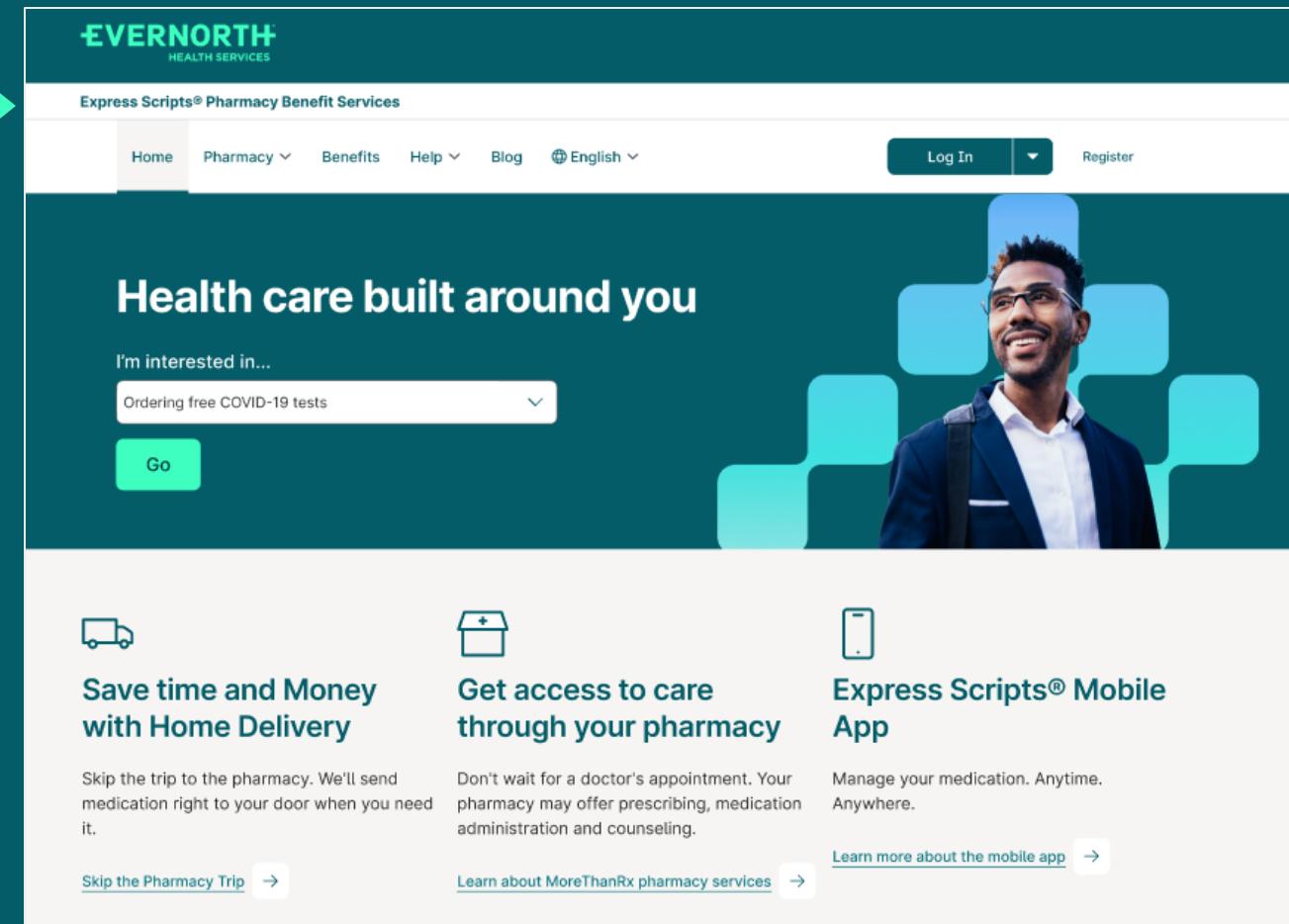
 COVID-19 Tests and Resources

 Express Scripts® Mobile App

Skip the trip to the pharmacy. We'll send medication right to your door when you need it.

Find information about ordering at-home tests, getting vaccinated, and other common

Manage your medication. Anytime. Anywhere.



EVERNORTH
HEALTH SERVICES

Express Scripts® Pharmacy Benefit Services

Home Pharmacy Benefits Help Blog English Log In Register

Health care built around you

I'm interested in...
Ordering free COVID-19 tests

Go

 Save time and Money with Home Delivery

 Get access to care through your pharmacy

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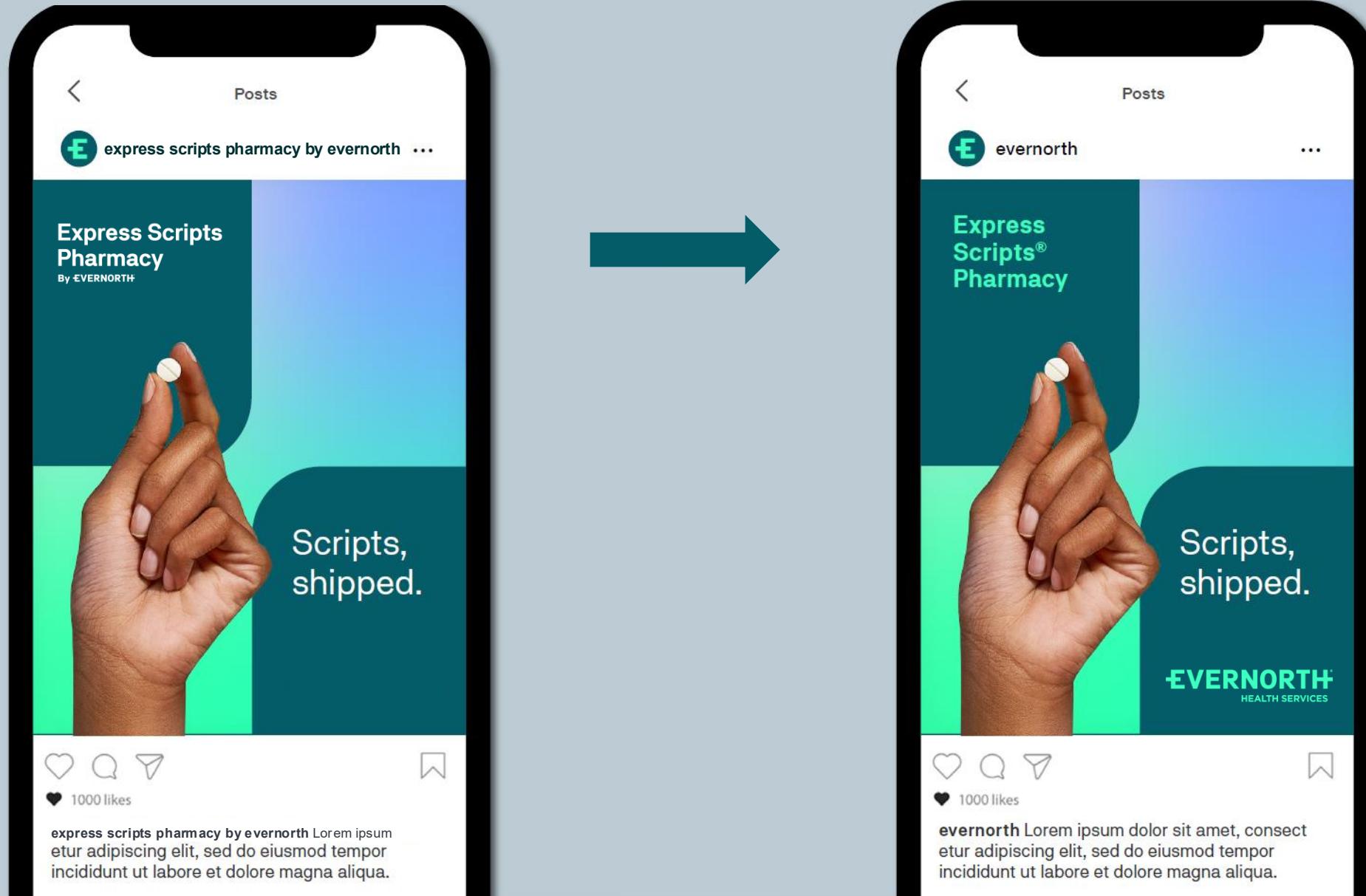
Don't wait for a doctor's appointment. Your pharmacy may offer prescribing, medication administration and counseling.

[Skip the Pharmacy Trip](#) 

[Learn about MoreThanRx pharmacy services](#) 

[Learn more about the mobile app](#) 

Express Scripts Pharmacy social media



Express Scripts mobile app

Go-live: 10/2025

App Store Preview



Express Scripts 4+

Express Scripts

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App Store Preview



Express Scripts 4+

Express Scripts

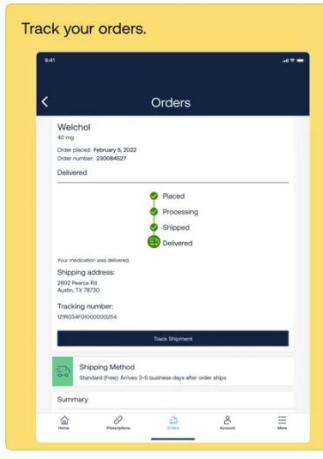
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#33 in Medical

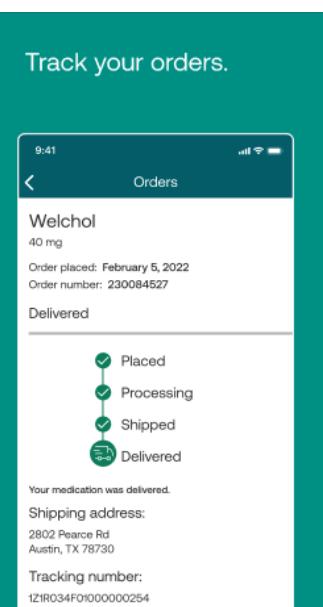
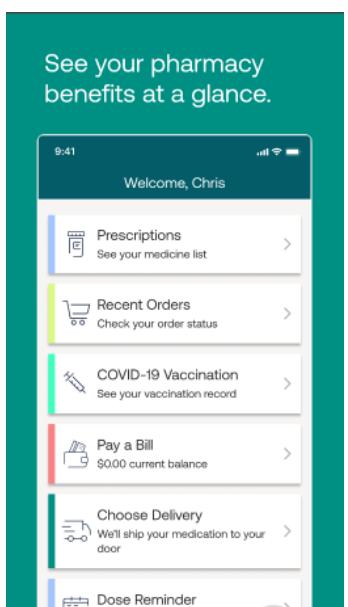
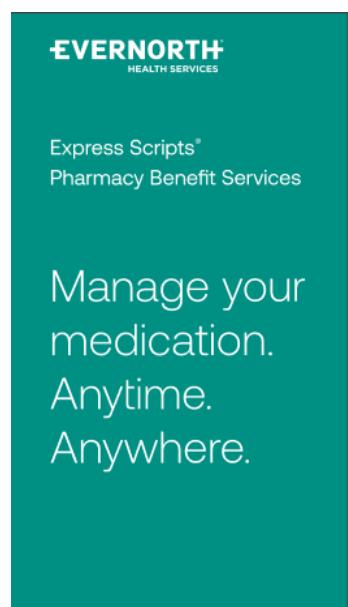
4.8 • 368K Ratings

Free

Screenshots iPad iPhone



Screenshots iPad iPhone



Accredo Specialty Pharmacy

Accredo Specialty Pharmacy brand evolution

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accredo[®]



Accredo
By EVERNORTH



Accredo[®] Specialty Pharmacy

EVERNORTH[®]
HEALTH SERVICES

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Help our clients make decisions that solve their biggest challenges

Destination approach: Accredo Specialty Pharmacy

What's changing...

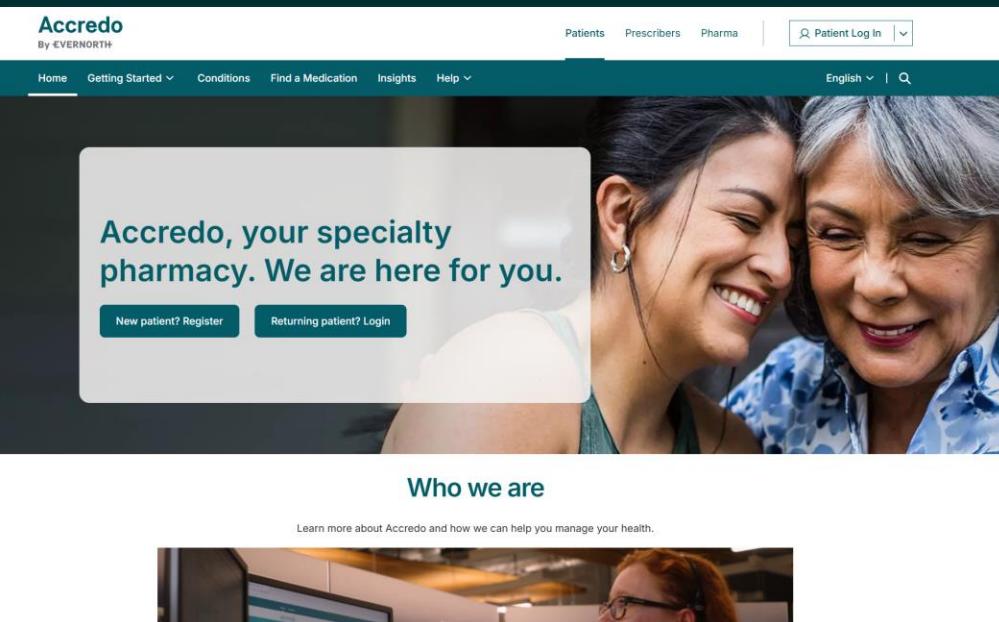
- + On all communications and digital properties, we will use the Evernorth Health Services logo
 - + We will phase out the legacy accredo script logos and Accredo by Evernorth logos
- + The Accredo name is not going away. In addition to the Evernorth logo, you will see a business descriptor in branded materials:
 - + **Accredo® Specialty Pharmacy**
(see *visual examples*)
- + Subsequent references in body copy, etc. will be shortened to 'Accredo' or 'Our'
- + We will continue to use the Evernorth visual system including fonts, colors, graphics, imagery, etc.

Where...

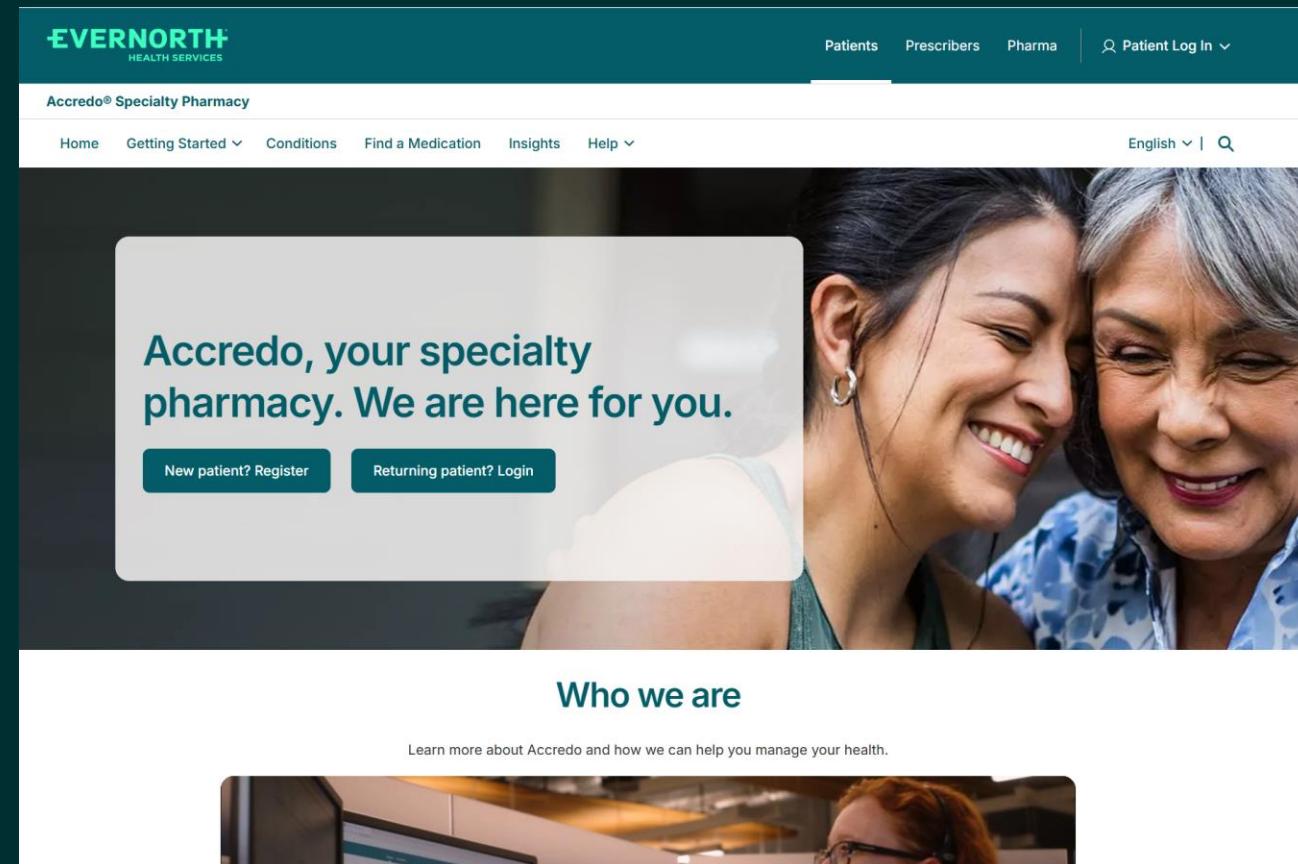
- + Accredo.com + digital properties
- + Social media channels
- + Employee identity (email domains, email signatures, etc.)
- + Client and sales materials (templates: PPT, Word, flyers, etc.)
- + Patient materials (letters, lit packs, etc.)
- + Event + sponsorship materials
- + And more...

Accredo pre-login

Live as of: 5/1/2025

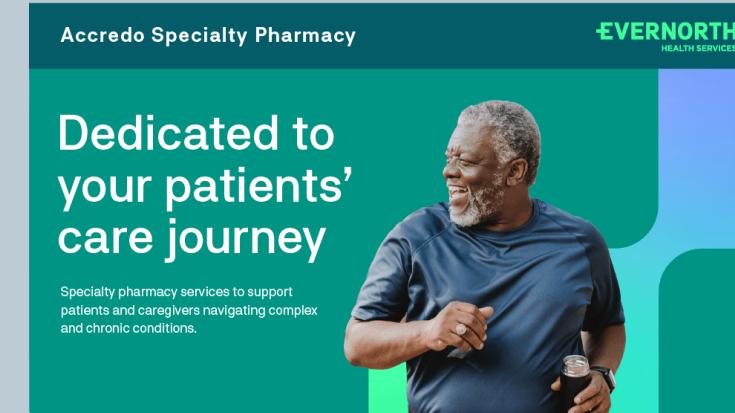
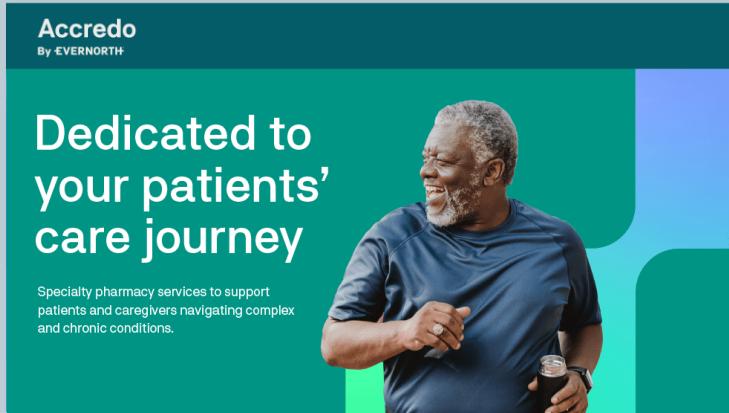


The screenshot shows the Accredo pre-login website. The top navigation bar includes links for Patients, Prescribers, Pharma, and a Patient Log In button. Below the navigation is a search bar and language selection. The main content features a large image of two women smiling, with the text "Accredo, your specialty pharmacy. We are here for you." and two buttons: "New patient? Register" and "Returning patient? Login". A sub-section titled "Who we are" includes a smaller image of a person in a call center setting.



The screenshot shows the Accredo live website. The top navigation bar includes links for Patients, Prescribers, Pharma, and a Patient Log In button. Below the navigation is a search bar and language selection. The main content features a large image of two women smiling, with the text "Accredo, your specialty pharmacy. We are here for you." and two buttons: "New patient? Register" and "Returning patient? Login". A sub-section titled "Who we are" includes a smaller image of a person in a call center setting. The top of the page displays the Evernorth Health Services logo.

Accredo emails



< Name >

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Section header bold.

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Call to Action



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Headline goes here

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Accredo® repel idios alit qui cone maximus, comni volupta si tempoditem velistiasped mi, omnimus nimus, ut ipiendi tatiundam.

Section header bold.

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- + Aliquam vitae neque a ipsum fermentum pulvinar nec vitae nulla.
- + Morbi vel orci eget magna vehicula finibus at id eros.

Call to Action



Headline goes here

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Headline goes here

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Headline goes here



Headline goes here

Accredo mobile app

Go-live: 9/2025

App Store Preview

Open the Mac App Store to buy and download apps.

Accredo [17+]
Accredo Health Group, Inc
Designed for iPhone
#127 in Medical
★★★★★ 4.8 • 45.3K Ratings
Free

iPhone Screenshots

The Accredo® mobile app offers Accredo patients the convenience of managing specialty medications how you want, when you want. With the Accredo mobile app, you can:

- Order specialty medication refills*
- Track your Accredo orders

[more](#)



App Store Preview

Open the Mac App Store to buy and download apps.

Accredo [17+]
Accredo Health Group, Inc
Designed for iPhone
#127 in Medical
★★★★★ 4.8 • 45.3K Ratings
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iPhone Screenshots

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- Order specialty medication refills*
- Track your Accredo orders

[more](#)

Brand evolution

+ Partnership

Supporting your team through this transition

We will continue to partner and collaborate with your team to:

- + Integrate the brand evolution updates into your experience and materials
- + Understand the impact of this change
- + Share updates as needed

